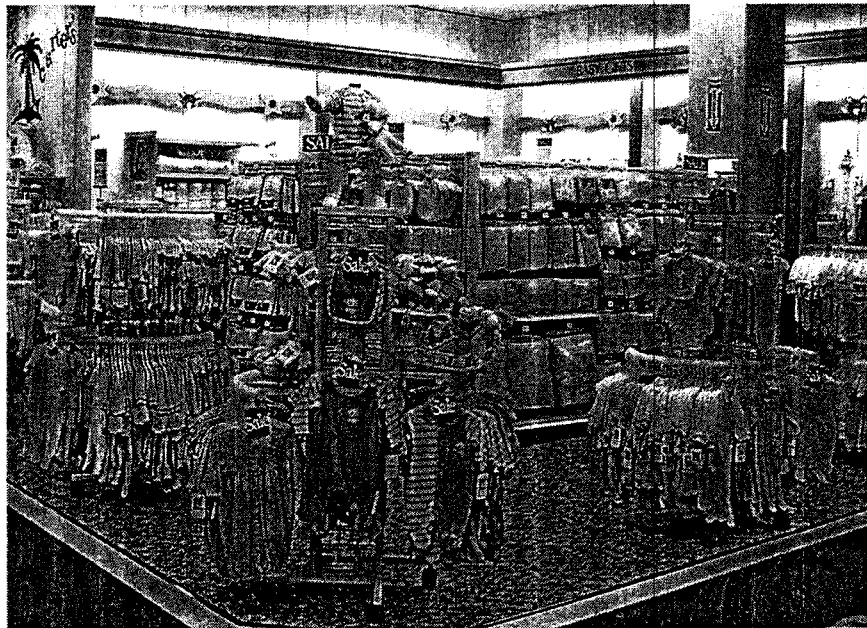
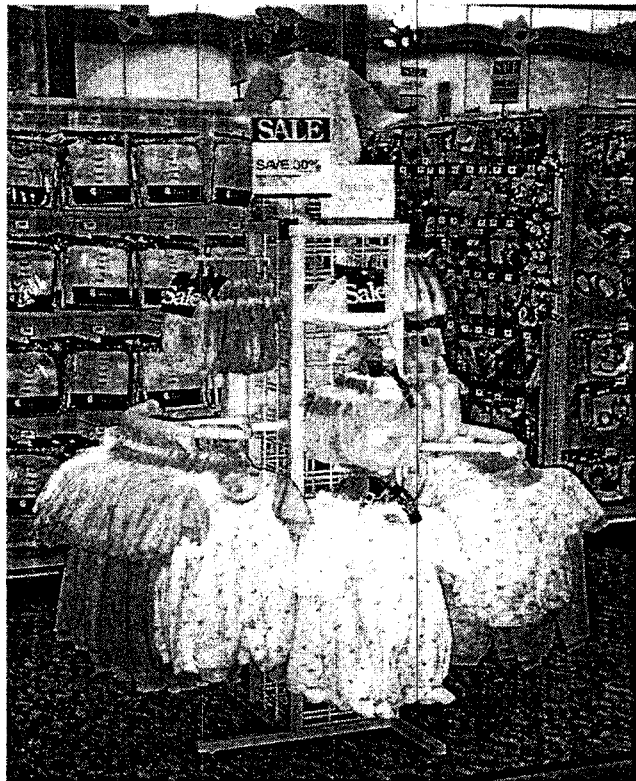
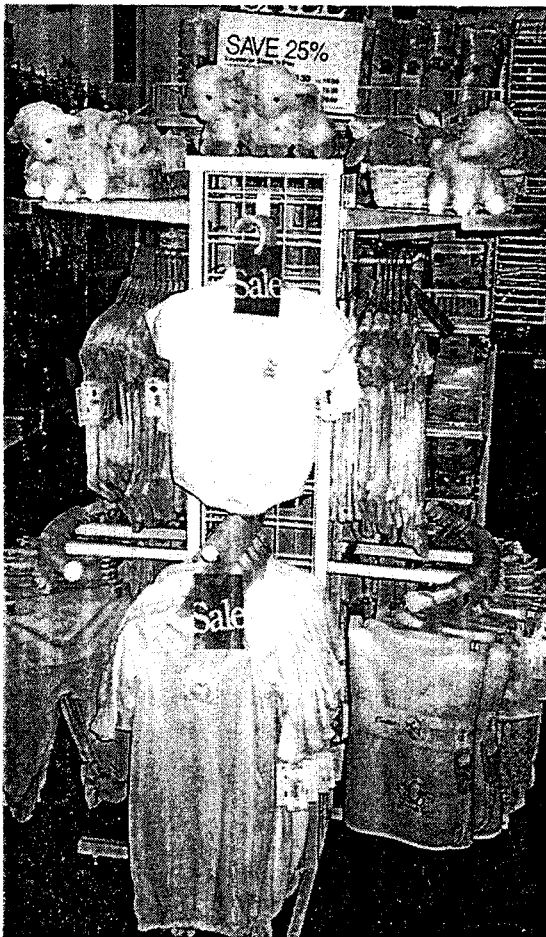


Grid Four-way

- ☐ Accessory fixtures:
 - ▶ white curved hangrail
 - ▶ eight-inch white faceout
 - ▶ six-inch white hooks
 - ▶ white plush basket
 - ▶ white ¼-grid round shelf
- ☐ Use this fixture in Newborn and Infants.
- ☐ Place the taller grid fixture (66 inches) in the body of the department with the shorter fixture (57 inches) on the perimeter aisle.
- ☐ This is a four-sided fixture that may be merchandised with pegged to triple hanging product, depending on the type of merchandise featured.
- ☐ Face out the section facing the aisle.
- ☐ The shelves may be used for related gifts, rolled blankets, or plush.
- ☐ If the fixture is used for clearance, the hangrail may be used in front.

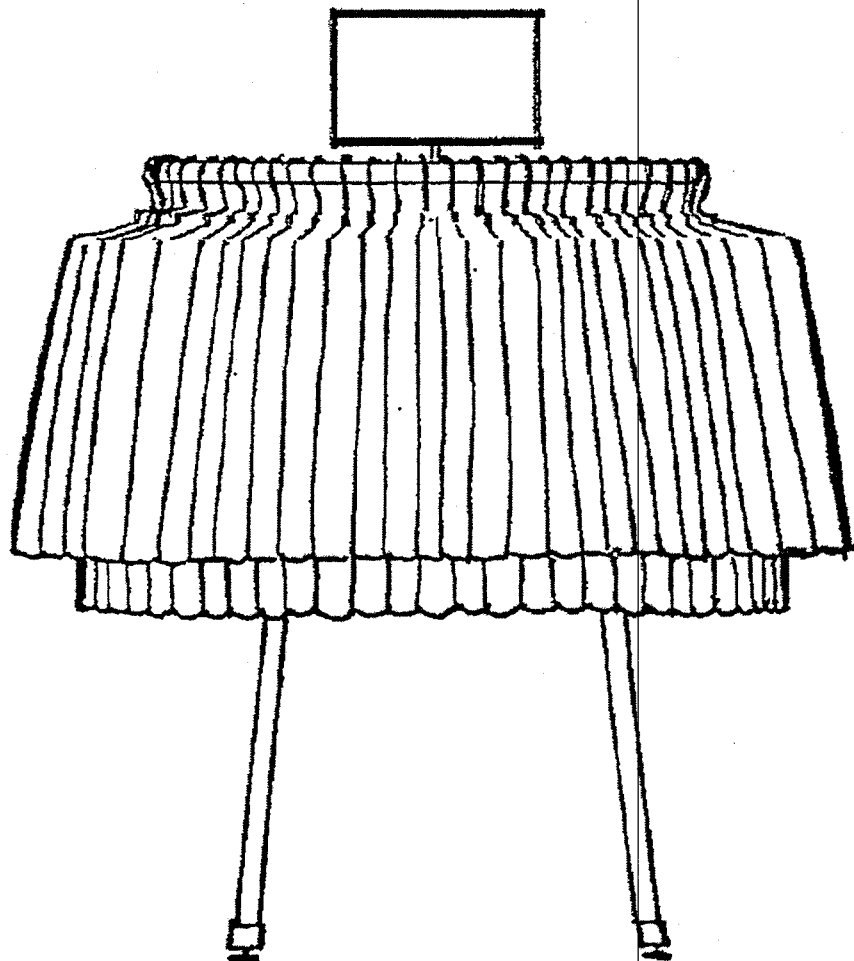


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*Visual Merchandising Standards**Grid Four-way (cont'd)*

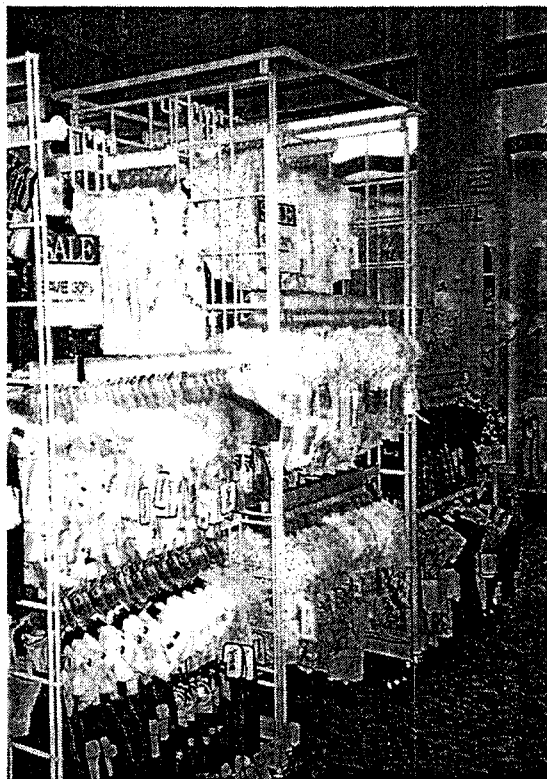
30-inch Round Rack

- ☐ Accessory fixture: 30-inch add-on ring.
- ☐ Locate the round rack in a secondary position, behind the feature fixtures.
- ☐ Use for commodity product or clearance.
- ☐ By adding a second ring, the round rack may be used for double hung product.
- ☐ Do not let double hung product touch the product below.



Grid Tower (Birdcage)

- ☐ Accessory fixtures:
 - ▶ 30-inch white hangrail
 - ▶ six-inch white faceouts
 - ▶ 15-inch by 30-inch white grid shelf
- ☐ Place grid towers in a run (two to three sections).
- ☐ Make each section tell a story merchandised differently. To create a different look, merchandise the center section at a different height than the side fixtures.
- ☐ Endcaps may be faced out or profile hung. Do not profile hang all levels of the front endcap of a tower.
- ☐ Make faceouts reflect one color pallet; pastels, primary colors, etc.
- ☐ Do not let double or triple hung merchandise touch the product below.



Hit Wall

- ☐ Accessory fixtures:
 - ▶ 30-inch to five-foot hangrail
 - ▶ eight-inch hangrail brackets
 - ▶ six-inch faceouts
 - ▶ 30-inch by 16-inch shelves
 - ▶ 14-inch shelf brackets
- ☐ Create a shop concept. Tell a brand story; for example, Carter's.
- ☐ Allow 82 inches from the floor to the top of the faceout.
- ☐ Use faceouts to create an even horizontal and vertical line presentation.



- ☐ Do not use a hangrail only across a wall; use faceouts to break up the line:
 - ▶ A hangrail may be in the middle of the wall with faceouts on each side, or on each side with faceouts in the middle.
 - ▶ Balance the wall sides. Whatever appears on one side should be repeated on the other side.
- ☐ Limit each faceout to one class or silhouette.

Interdepartment Wall

- ❑ Accessory fixtures:
 - ▶ 30-inch to five-foot hangrail
 - ▶ eight-inch hangrail brackets
 - ▶ six-inch faceouts
 - ▶ 30-inch by 16-inch shelves
 - ▶ 14-inch shelf brackets
- ❑ Make a fashion or brand statement on the wall:
 - ▶ When merchandising several walls in a row, do not merchandise them with the same layout.
 - ▶ Create interest for the Customer by arranging each section a little differently.
- ❑ Allow 82 inches from the floor to the top of the faceout.
- ❑ Use faceouts to create even horizontal and vertical line presentations.
- ❑ Place the top of any product merchandised on a shelf no higher than 82 inches from the floor.
- ❑ Do not use a hangrail only across a wall:
 - ▶ A hangrail may be in the middle of the wall with faceouts on each side, or on each side with faceouts in the middle.
 - ▶ Balance the wall sides. Whatever appears on one side should be repeated on the other side.



Gift Wall

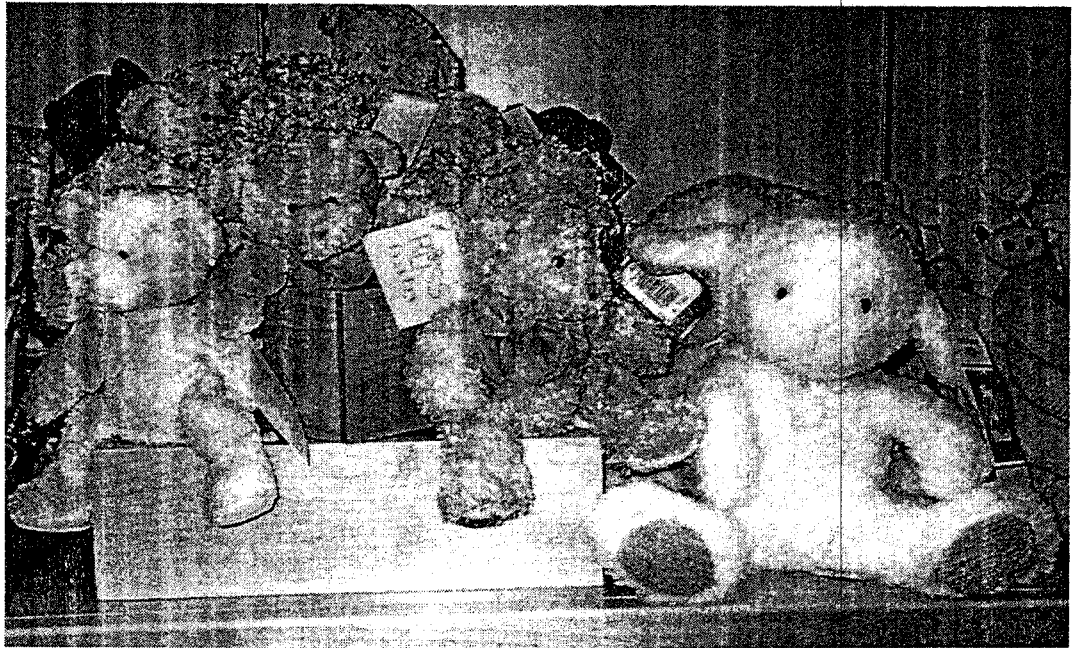
- ☐ Accessory fixtures:
 - ▶ five-foot by 16-inch or six-foot by 16-inch wooden shelves
 - ▶ 14-inch shelf brackets
- ☐ Place the top shelf 66 inches from the floor:
 - ▶ Place a total of five shelves lip down.
 - ▶ Allow 13 slots between the bottom of the top bracket to the top of the bracket below.
- ☐ Balance the product on the shelves. Whatever appears on one side should be repeated on the other side.
- ☐ The top shelf may be treated as display.



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Gift Wall (cont'd)

- Display boxes may be used to house plush:
 - ▶ A small display box may be turned upside down in the center of a medium box to create a raised surface for medium plush, then layered one on top of another.
 - ▶ For larger plush, put the box upside down and angle the top box right side up. This gives the plush height while containing the product.



Chapter 7-Children's: Baby

MJ Exhibit 50

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